

Message Text

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PAGE 01 STATE 041351

15

ORIGIN COME-00

INFO OCT-01 EUR-25 ISO-00 EB-11 RSC-01 SS-20 /058 R

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DRAFTED BY: COM/BIC/OIM/SAD:CEJOHNSON

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COM/BIC/OIM/SAD:BRYNO

BIC/OIM/WE:RDCLARK

EUR/CE:BLATIN

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R 011908Z MAR 74

FM SECSTATE WASHDC

TO AMEMBASSY VIENNA

UNCLAS STATE 041351

E.O. 11652: N/A

TAGS: BEXP, AU

SUBJ: IN-STORE PROMOTIONS: GERNGROSS AND KASTNER

AND OHLER

REF: TELCON LILL/JOHNSON, 2/13/74; VIENNA 1401,

1. WE AGREE WITH DECISION OF EMBASSY TO OFFER GERNGROSS DOLS 30,000 AND KASTNER & OHLER DOLS 20,00 FOR IN-STORE PROMOTIONS AS OUTLINED IN GUIDELINES, A-1717, DATED 2/20/73. WHILE ORIGINAL COUNTRY PROGRAM SCHEDULE FOR FY '75 INCLUDED ONLY GERNGROSS, WE HEARTILY ENDORSE DECISION TO SPLIT FUNDS BETWEEN THE 2 STORES.

2. IT IS IMPORTANT TO NOTE THAT WE ARE AWAITING THE AVAILABILITY OF FUNDING FROM CONGRESS AND CAUTION EMBASSY AGAINST SIGNING CONTRACT WITH STORES. A LETTER OF INTENT SHOULD SUFFICE UNTIL CONTRACT CAN BE SIGNED.

3. IN-STORE PROMOTIONS PREPARED TO ASSIST MR. ALBRECHT OF GERNGROSS IN ARRANGING PURCHASES OF U.S. CONSUMER GOODS IN U.S. CASEY

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